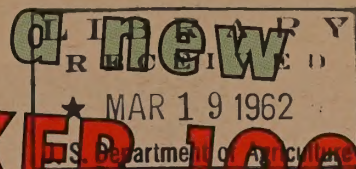


62

From Coker Breeding Plots . . .



COKER 100-A
cotton for 1962!



An Improved Strain of a Famous Variety

COKER'S

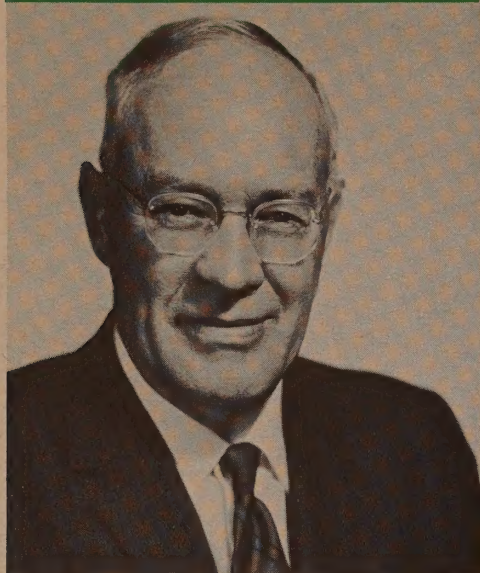


PEDIGREED SEED CO.

HARTSVILLE, SOUTH CAROLINA

Since 1902, The South's Foremost Seed Breeders

PRESENTING ...1962 COKER 100-A STRAIN



ROBERT R. COKER

Our Best Yet!

Improved cotton varieties are the end result of a long history of scientific plant breeding in which competent breeders combine their knowledge with the latest in improved techniques to produce year after year a new strain equal or superior to its parent variety.

Our 1962 Coker 100-A is such a strain. Our breeders have put into this new strain the best characteristics of all its parent strains.

Based on field observation and other competent standards, our new Coker 100-A strain for 1962 is the best all-round strain of this variety we have ever developed.

In 1961, we had an ideal fall for the cotton harvest in all our seed growing areas, and the germination and quality of our cotton seed are as good as we have ever produced. We strongly feel that you will find it profitable to plant our new strain of Coker 100-A in 1962.

Sincerely,
ROBERT R. COKER, President

Coker 100-A on our Hartsville, South Carolina farm. Shown in picture, Dr. J. W. Neely, left, in charge of Agriculture research, and Richard Cathcart, general farm manager.



Pretty as a Picture!



IT'S COKER 100-A FOR 1962

FOR 60 YEARS our breeders have had one primary objective: to develop through the application of scientific principles of plant breeding varieties of cotton with a wide range of adaptation and seasonal conditions and the best combination of production and quality characteristics possible.

IN OUR COKER 100-A FOR 1962, we have developed what we believe to be the most satisfactory of the many distinguished cottons in our Coker 100 wilt resistant series.

IN YIELD, length of staple, fiber quality, disease resistance, and general agronomic balance, Coker 100-A for 1962 has shown superior performance in all categories.

NEVER IN OUR MORE than half a century of cotton breeding and research have we offered a cotton so well adapted to such a wide range of soil and climatic conditions or which was a better or more dependable yielder of high quality lint.

WITH COKER 100-A, you too can grow cotton "pretty as a picture."

Langston & Trammell, Inc.

COTTON MERCHANTS

Darlington, South Carolina

December 9, 1961

H. C. TRAMMELL
PRESIDENT & TREASURER

MRS. HARRIET V. TRAMMELL
SECRETARY

Mr. Robert Coker
Coker Pedigreed Seed Company
Hartsville, South Carolina

Dear Sir:

From our mill customers, we are having very good reports on Coker 100-A. Several mills have said it is some of the best cotton they've run this year.

We find that the micronaire range is well within the mill requirements. Also, the Pressley Breaking Strength is adequate.

In our opinion, we believe Coker 100-A to be superior (particularly in staple) to most of the cotton grown this year.

Very truly yours,
LANGSTON & TRAMMELL, INC.,
H.C. Trammell
H.C. TRAMMELL.

100% COKER

Coker 100-A gives me good production and high yields. It gins well and gives me a good turn out. This year, 1961, I planted all of my cotton crop to Coker. I use machine and hand labor for picking. I will make better than one bale per acre on 70 acres.

In 1962 I will be 100% Coker man again.

John H. Elton—Lumber City, Ga.

BEST COTTON

I am averaging nearly two bales of cotton per acre this year with Coker 100-A. It is the best cotton yet planted in this area.

Merrill Vinson—Murfreesboro, N. C.

GOOD PICKER

I have planted Coker cotton for 15 years and I think it is the best cotton a farmer can plant for best returns per acre.

Coker cotton is a good mechanical cotton. I planted 121 acres in 1961 and harvested most of my acreage with a cotton picker.

James L. English—Stapleton, Ga.

NONE BETTER

In my opinion, taking everything into consideration, there is no better cotton for our section than Coker 100-A. This is based on all-around performance. For a dependable cotton there is no better variety offered to our growers than Coker 100-A.

I recommend it very highly.

T. W. Irick—Vance, S. C.

WELL PLEASED

We planted 252 acres of Cert. Coker 100-A and picked 290 bales. All was machine picked except 15 bales. We are well pleased with the way Coker 100-A picks mechanically.

The majority of our cotton in 1962 will be Coker 100-A. Our plan is to plant 700 acres next year.

Foshee Bros.—Red Level, Ala.

HIGHEST YIELD

I planted Coker's 100-A Cotton and harvested 7 bales weighing 525 lbs. each and sold 600 lbs. of seed cotton.

I like the good making quality, boll size and good picking quality of it. The highest yield I have ever made was with Coker Cotton.

Grimes Thornton—Rt. 5, Carthage, Miss.

IMPORTANT NOTE

Our Coker 100-A has been bred to produce maximum yield on soils infested with Fusarium wilt, and it has some tolerance to Verticillium wilt. However, due to the development of new races of wilt, complicated by adverse seasonal conditions, improper fertilization and cultural practices, and the presence in most instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100 per cent on any wilt infested soils.

Our descriptions are based on the actual records that our varieties have produced in our tests, and they show the same conditions elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

100 Bales of Coker 100-A on 40 Acres!

Mrs. H. A. Torbert of Society Hill, Alabama, is shown below with her two sons, Charles, left, and Henry Allen, right, and 10 of the 100 bales of Coker 100-A which they produced on 40 acres.





Clean,

Easy Picking...

BY HAND OR MACHINE

Whether you harvest your cotton by hand pickers or mechanical harvesters, no other variety will prove more satisfactory for ease and cleanness of picking than Coker 100-A.

Farmers throughout the South testify each year to the fine picking qualities of this variety. Its rapid, uniform setting of bolls that open wide and fluffy at maturity make Coker 100-A ideal for machine or hand picking.

In variety-harvesting tests, Coker 100-A has demonstrated its adaptation to mechanical harvesting by the high percentage of the total production picked, by the good grades obtained at the gin, and by the ability of the fiber to withstand the effects of approved gin cleaning.

None Better Than Coker 100-A

COKER 100-A

- ★ HIGH YIELDS
- ★ WILT RESISTANCE
- ★ HIGH GIN TURNOUT
- ★ EASE OF PICKING
- ★ GOOD STAPLE
- ★ STORM RESISTANCE
- ★ EARLINESS
- ★ EXCELLENT FIBER QUALITY

COTTON SEED PRICE LIST 1961-1962 SEASON

CUSTOMER PRICE LIST

MACHINE DELINTED

Bag Price (100 lbs.)	\$ 13.50
Ton Price (2000 lbs.)	\$250.00
Truck Price (15 Tons)	\$245.00

ACID DELINTED

Bag Price (50 lbs.)	\$ 9.50
Ton Price (2000 lbs.)	\$360.00
Truck Price (15 tons)	\$350.00



HENRY W. WEBB, Coker cotton breeder

Breeding Does It!

Better cottons are developed in breeding plots and laboratories. To this end the full resources of our company are committed. Trained scientists like Henry W. Webb, above, bring the full power of their knowledge and experience year after year to the task of developing through scientific plant breeding the cotton varieties combining the characteristics necessary for more dollars per acre.

Once a new cotton is released, or the strain of an established variety, it has undergone long years of field observation and testing for fiber quality and mill performance.

This breeding program is your best guarantee that when you plant a Coker cotton, you get the best performance that science and experience and the full resources of the South's foremost plant breeders can provide.



COTTON VARIETY TEST, SOUTH CAROLINA, 1960 COKER'S PEDIGREED SEED COMPANY

Variety	Yield Lint Cotton Per Acre				Average of Three Locations			
	Hartsville	Blackville	Chester	Average	Gin Turnout	Staple Length	Money Value	Bolls Per Lb.
	(lbs.)	(lbs.)	(lbs.)	(lbs.)	(pct.)	(32nd.)	(dols.)	(bolls)
All-In-One	876	774	965	872	38.0	34.2	336	59.1
Auburn	1005	833	1018	952	37.6	34.0	368	72.7
Coker 100 A (WR)	1010	887	1073	990	39.2	34.5	384	70.2
Deltapine 15	882	709	820	804	40.6	33.6	304	78.8
Deltapine Smooth Leaf	996	866	909	924	40.8	33.8	350	81.3
Deltapine Fox 4	902	824	911	879	38.3	33.2	334	75.3
Dixie King	943	793	962	899	39.1	33.8	343	63.1
Empire WR	954	794	962	903	37.1	33.9	350	63.9
Plains	919	777	964	887	38.6	33.8	341	68.1
Rex	997	840	964	934	38.8	33.9	357	68.2
Stardel	931	855	920	902	40.3	33.9	345	82.4
Stoneville 7	995	894	1016	968	40.5	34.3	372	78.2

